

# *Preventive Communication On Chemical-Biological-Nuclear And Radiological Risks*

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**Abstract** - This article aims to analyze the effectiveness of information and preventive communication campaigns for CBRN risks; risk communication involves large differences between experts and "ordinary" people. The elements having a certain impact on the analysis of the risks of "ordinary" people are for example the willingness or not of the exposure, the unequal distribution of damages and benefits (the person with low economic resources is forced to living in high-risk areas), without also forgetting the habit of 'living with' risk, knowledge, visibility and tangibility of the source of the risk.

**Keyword** – preventive, communication, risks

## **I. INTRODUCTION**

In today's world, where peace generally reigns, "world war" type crises are unlikely. However, we are not immune to major disasters.

On the one hand, new forms of crises often take us by surprise, on the other hand, increased interdependence between types and societies means that any local crisis can degenerate into a large-scale disaster [1].

Natural, meteorological or maritime disasters, floods, earthquakes, as well as human disasters - terrorist attacks, industrial accidents, or health crises - can at any time cause serious social problems that public authorities must be prepared to combat.

Modern States are certainly more powerful than their predecessors but, in the face of the new form of test, they often realize that the experiences of the past are not enough and that it is necessary to constantly obtain new communication tools, or develop old ones. to adapt them to current realities and developments in the outside world [2].

The way in which the DR Congo is organized and prepared to deal with the crisis is now subject to different evaluation criteria, which above all highlight communication, transparency and respect for the law.

The particularity of preventive communication is to inform the population of the various CBRN risks they face, based on the principle that this awareness and awareness is likely to encourage the adaptation of security behavior among the population.

How to include the “crisis management through communication awareness” component in the government’s national policy. The research question envisaged is therefore the following: what type of preventive communication should be used to raise awareness among the population in the event of CBRN risks?

This article offers a multidimensional analysis of these preventive information practices. Information on CBRN risks being both an issue and at the center of issues in a global system integrating sociological, economic, legal, political and media dimensions (Poizat, 2001), different levels of observation will be addressed, without failing to take an interest in their interrelationships [3].

Information can be defined as a process whose purpose is to influence the knowledge that receivers have of their environment. It aims for univocity and to do so fights against noise, redundancy and ambiguity.

But to see in the relationship between information and communication only a relationship of content to container would be to forget that communication is not solely dominated by the utilitarian concern to inform. Certain “failures” in reception are indicative of another logic: communication plays on vagueness, on the unsaid and does not necessarily aim to expand a cognitive space. We must therefore not confuse the transmission of information, a technical relationship which “makes people known” by providing knowledge, and communication, a pragmatic relationship and approach whose purposes remain to be clarified and the relevance to be questioned [4].

### **1.1. Objective and main messages**

- The main objective is to encourage changes in behavior, which generate awareness among the population to prevent the health risk and its associated negative consequences;
- The messages of the campaign must be chosen according to the preparatory work, that is to say, a dialogue between the scientific researchers and the communication team, who will write and transmit the message in a language that the public easily understands.

## **II. METHODOLOGY**

To write this article we used empirical methods which are based on observation, research and analysis based on the study of concrete facts and behavior in order to derive an irrefutable experience [5].

### **1. Use of socio-digital communication in crisis situations**

#### **1.1. Risk communication**

It refers to a broad set of issues beyond public health, including technological, environmental, societal or catastrophic risks and threats [6]. Risk perception is the subjective judgment that people form about the characteristics and seriousness of a risk, such as danger [7]. This report deals with communication on environmental and health risks. The main aspects of this type of communication are as follows [8] :

- Risk communication has traditionally concerned the dissemination of information to the public about investment risks (e.g. cargoes not arriving at their destination port), health risks or threats (due to a spill oil for example) or disease outbreaks (such as an epidemic), but it has evolved to currently take into account a wide range of risks and threats;
- Communication on environmental and health risks covers both serious risks, such as industrial accidents, and long-term chronic risks, such as air pollution. Although the same theories and communication tactics apply, the nature of the risks influences how they are addressed;
- The heart of risk communication is no longer just about the dissemination of information, but also about a better understanding of the communication process leading to changes in beliefs and behaviors.

#### **1.2. Socio-digital media as a communication tool: interest and issues in the crisis situation**

During the crisis, socio-digital networks offer multiple communication possibilities and emotional support to direct or indirect victims. The use of socio-digital media in crisis situations allows citizens to develop situational awareness. This awareness

of danger is central to the crisis management process. Once disasters are over, research shows that socio-digital media play an important role in the processes of mourning, reconstruction and return to normality.

However, the links between risk and crisis communications are powerful: a risk that is not managed correctly can lead to a crisis situation [9], and risk communication during crises such as public health emergencies is a core focus [10].

### 1.3. Principle and methods of application of information policies

#### 1.3.1. Targeting, intermediate definition and monitoring

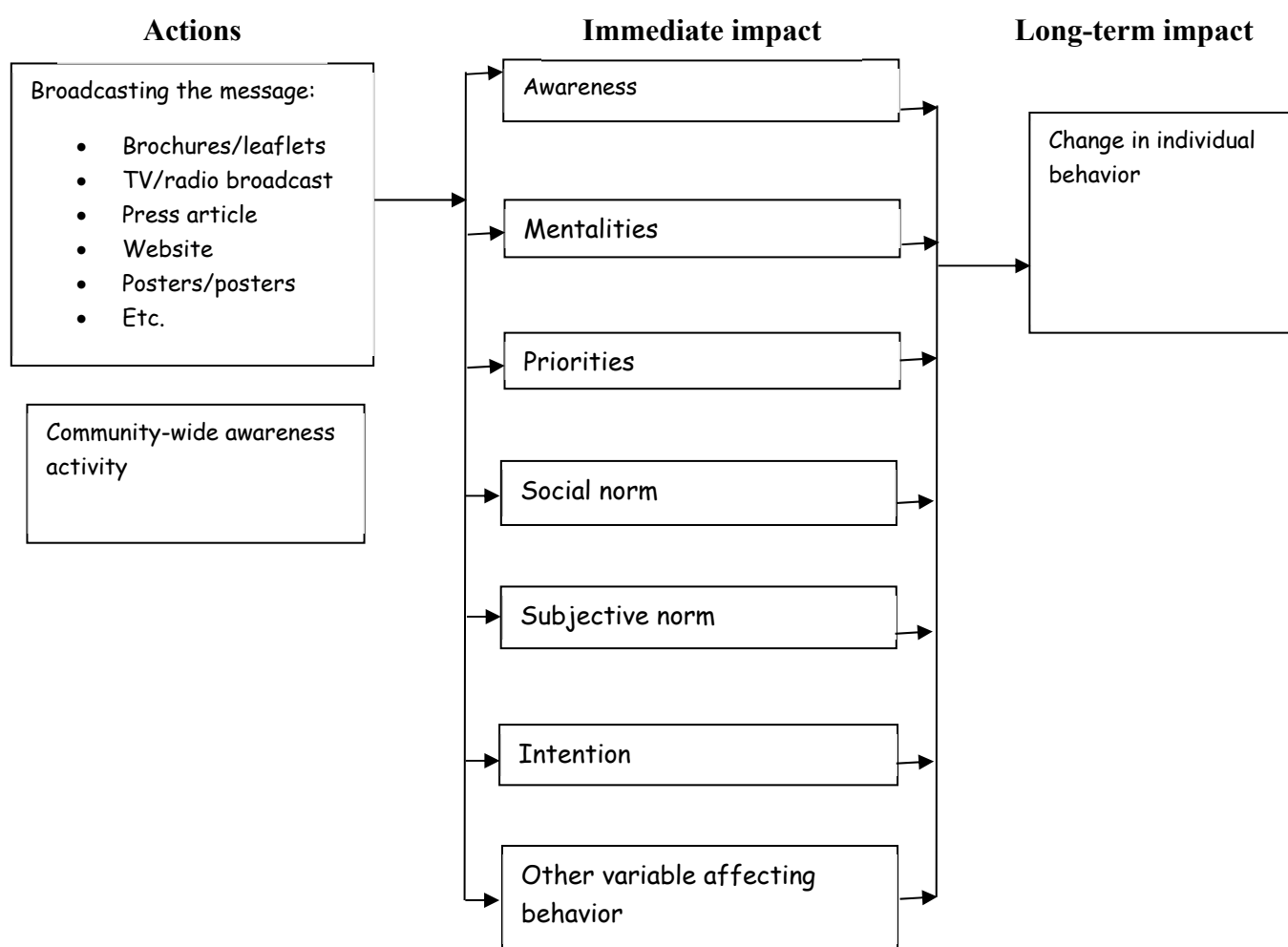
**Designing information campaigns:** consists of identifying the stakeholders, i.e. drawing up an exhaustive inventory of all groups in the population likely to have an impact on environmental risk, to be affected by environmental damage or by possible planned control policies. The population constitutes the important target group to consider.

For each target group, a socio-economic profile is developed in relation to environmental risk, such as:

- The target group affected by the risk (victim, polluter, not directly concerned);
- Current perception of risk (knowledge and beliefs);
- Social norms and attitudes towards the environment, public authorities, regulations in general.

This analysis, which may require prior field work, must make it possible to highlight the reasons why, for example, risky behavior is adopted (habit, negligence due to lack of information, no other alternative), as well as that the economic and socio-cultural factors which intervene in individual decisions [11].

Figure 1: Impact of information campaigns (after Coffman 2003)



### **1.3.2. Gain and maintain trust**

Effective risk communication involves much more than understanding the numbers; risk includes people's experiences, values and trust in institutions. The loss of trust in authorities and experts, as described, is a major concern in risk communication.

Trust in health authorities, for example, can compensate for a negative perception of risk, while a lack of trust can add to the negativity of perceptions. The problems caused by loss of trust are compounded in crisis situations because when people are distressed, they often become suspicious and less likely to accept the validity of communication messages [12].

### **III. CONCLUSION**

To manage risks effectively, it is important to improve the preparedness and adaptation and response capacity of each individual, communities and institutions. A task that is far from simple, especially since it is necessary to avoid communication chaos due in particular to the spread of social networks.

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